



Two reasons to choose

enteric-coated
Orudis E-100 BID

ORUDIS E-100 is a registered trademark of Pharmacia Corporation.



Rapid and sustained relief of arthritis at the source of the pain

The rapid, long-acting therapy of Orudis E-100 is absorbed in the synovial fluid producing rapid and sustained relief of inflammation.



Proven long-term patient tolerability

The low incidence of side effects of ketoprofen (Orudis E-100) in the plasma and in the synovial fluid, together with its low toxicity, make it a safe and effective long-term therapy.

Orudis E-100 is a long-term therapy for arthritis.

ENTERIC-COATED

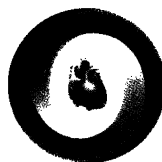
Orudis® E-100
BID



CARDIZEM*

is prescribed
for
more angina
patients
than all the other
calcium channel blockers
combined

CARDIZEM*
Diltiazem HCl



CARDIOCARE®

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When you are looking for the ideal antimycotic

Look at the "crème de la crème"
ECOSTATIN TOPICAL CREAM

*Ecostatin combines the features you
look for:*

- * broad spectrum
- * high effectiveness
- * absence of undesirable
side effects

"The ideal antimycotic is
characterized by its
broad spectrum covering
dermatophytes, yeasts
and molds; by its high
effectiveness; and by the
absence of undesirable
side effects."

proving the ideal antimycotic

(econazole nitrate)

The "crème de la crème"

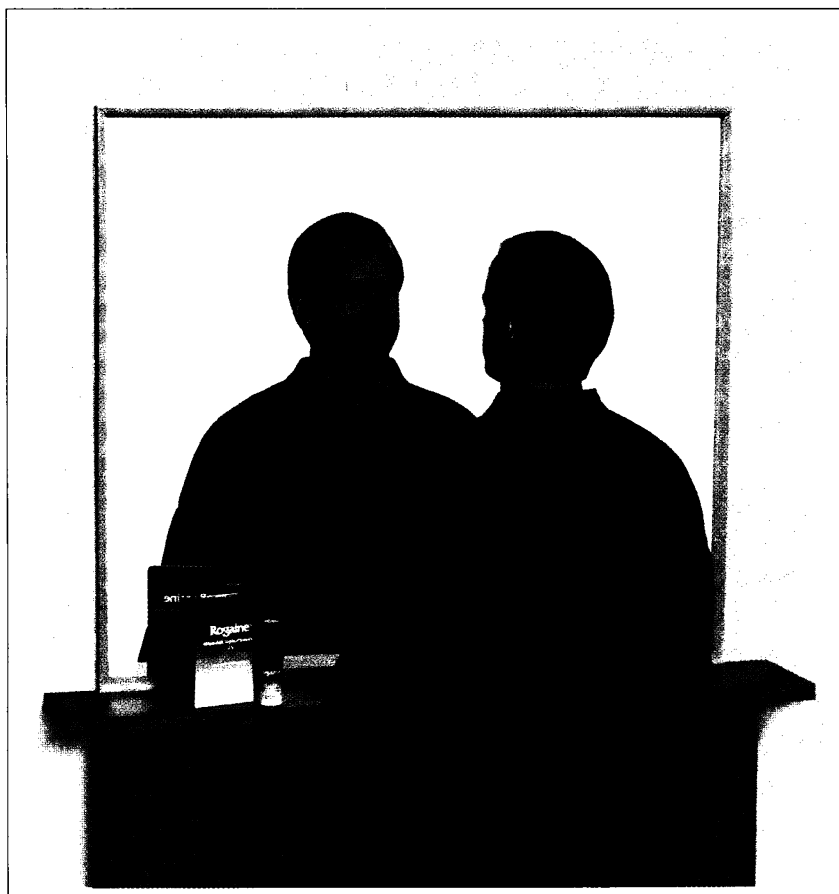


ABNOR C
PAAB ECO-112-188E

When hair loss
turns against your patient



your patient
knows he can turn to you.



Patients who can benefit most from Rogaine are: those balding at crown with balding areas <10 cm in

diameter; patients classified as balding types IIIv, IV, and V; and patients experiencing hair loss for under 10 years.^{3,4,5,6}



If your balding patient is concerned about hair loss, consider Rogaine, the first and only prescription medication proven effective in male pattern baldness.

By the fourth month of treatment, 59% of 712 Rogaine patients have experienced visible regrowth of nonvellus hair. In fact, 26% of these patients rated regrowth as moderate or dense.¹

After 12 months, 48% of 619

patients rated regrowth as moderate or dense.²

So when your balding patient turns to you for help, turn to Rogaine.

Rogaine®

TOPICAL SOLUTION (minoxidil 2%)

Upjohn

THE UPJOHN COMPANY OF CANADA
865 YORK MILLS ROAD/DON MILLS, ONTARIO



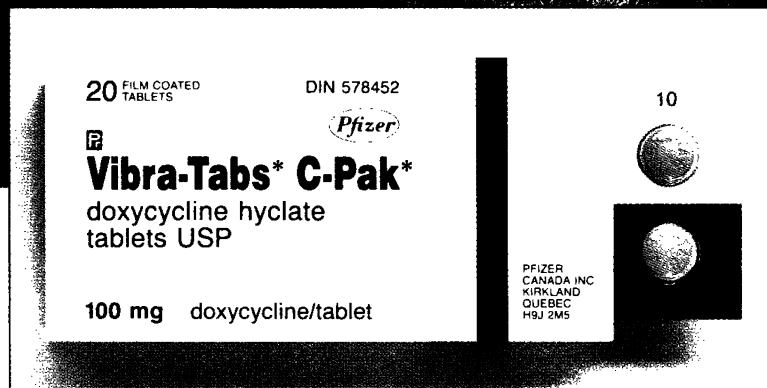
For prescribing information see page 859

PAAB
CCPP

PMAC

8801 Registered Trademark : Rogaine CE 956

WITHOUT COMPLIANCE, TREATING CHLAMYDIA CAN BE AN EXERCISE IN INFERTILITY.



For as long as *Chlamydia* remains the most prevalent STD in Canada, it will be a primary cause of pelvic inflammatory disease¹ which, all too often, can lead to ectopic pregnancy and infertility.^{1,2}

Only through early diagnosis and successful treatment can *Chlamydia* and its consequences be diminished.

Whenever *Chlamydia* is present, consider the Vibra-Tabs* C-Pak*, the only approved pre-

packaged anti-chlamydial. Vibra-Tabs* C-Pak* can eradicate the infection *before* serious consequences develop.

Designed to minimize the risk of missed doses, the Vibra-Tabs* C-Pak*—1 tablet B.I.D. for 10 days—promotes the compliance required for successful treatment.

The Vibra-Tabs* C-Pak*. Because ending the spread of *Chlamydia* begins with compliance.

Vibra-Tabs* C-Pak*

(doxycycline hyclate/pfizer)

THE 10-DAY ANTI-CHLAMYDIAL.

PAAB
CCPP

Pfizer

Pfizer Canada Inc.
Kirkland, Quebec
H9J 2M5

FIGURE 6

Bronchodilators may provide symptomatic relief of coughing, wheezing and breathlessness. But they don't treat the underlying cause. So when symptoms are not adequately controlled, adjunctive therapy with Intal/Fivent can help.

Intal Nebulizer Solution, Fivent Inhaler and Intal Spincaps interrupt the inflammatory process in the lung and reduce hyperreactivity to provide effective

preventative therapy in Obstructive Airways Disease. What's more, by reducing the frequency and severity of acute attacks, Intal/Fivent can reduce the need for "p.r.n." bronchodilators as well.

The next time your younger patient is troubled by chronic coughing, wheezing and breathlessness, prescribe Intal/Fivent. By treating the cause, you can help stop the symptoms.



Intal/Fivent Family
(sodium cromoglycate)

INTAL/FIVENT

Stop coughing, wheezing and breathlessness before it starts.



PAAB

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Pharmaceuticals

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Now...a landmark 5 year study with
Lopid* (gemfibrozil) in more than
4,000 participants.

HDL:
A deciding
factor in CHD



HELSINKI HEART STUDY

OBJECTIVE

To investigate the effects of lipid regulation in a dyslipidemic middle-aged male population.

STUDY DESIGN

Double-blind, placebo-controlled, randomized 5-year study in 4,081 dyslipidemic males with similar abnormal lipid profiles and other high risk factors for coronary heart disease.

RESULTS

Lopid* (gemfibrozil) caused a marked increase in HDL cholesterol and persistent reductions in total cholesterol, LDL cholesterol and triglycerides.

Lopid's long-term safety profile confirmed.

Dosage: 600 mg b.i.d.

*T.M. Warner-Lambert Company
Parke-Davis Div., Warner-Lambert Canada Inc. auth. user
† New England Journal of Medicine 317:1237-1245 (November 12), 1987.

PARKE-DAVIS
Scarborough, Ontario M1L 2N3

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For severe chronic cancer pain

^N**MS Contin**[®]

12-hour controlled-release morphine sulfate tablets

FOR A BETTER
QUALITY OF LIFE

More Freedom to Function. More Freedom to Enjoy Life.

Effective pain relief

MS Contin's patented delivery system provides all the benefits of q 4 h oral morphine, in a q 12 h dosing schedule.^{1,2}

A choice of four colour-coded, easy-to-swallow tablets ensures dosing flexibility, to meet the specific needs of each patient. The result is effective pain relief.

Convenient Dosage

MS Contin's convenient 12-hour dosing schedule allows cancer patients and their families more freedom. More freedom to function, more freedom to enjoy life.

"A q 12 h schedule certainly allows a more realistic dosage schedule and leaves the patient less vulnerable to dosing irregularities or missed doses."¹



15 mg



30 mg

Actual
tablet
size



60 mg



100 mg

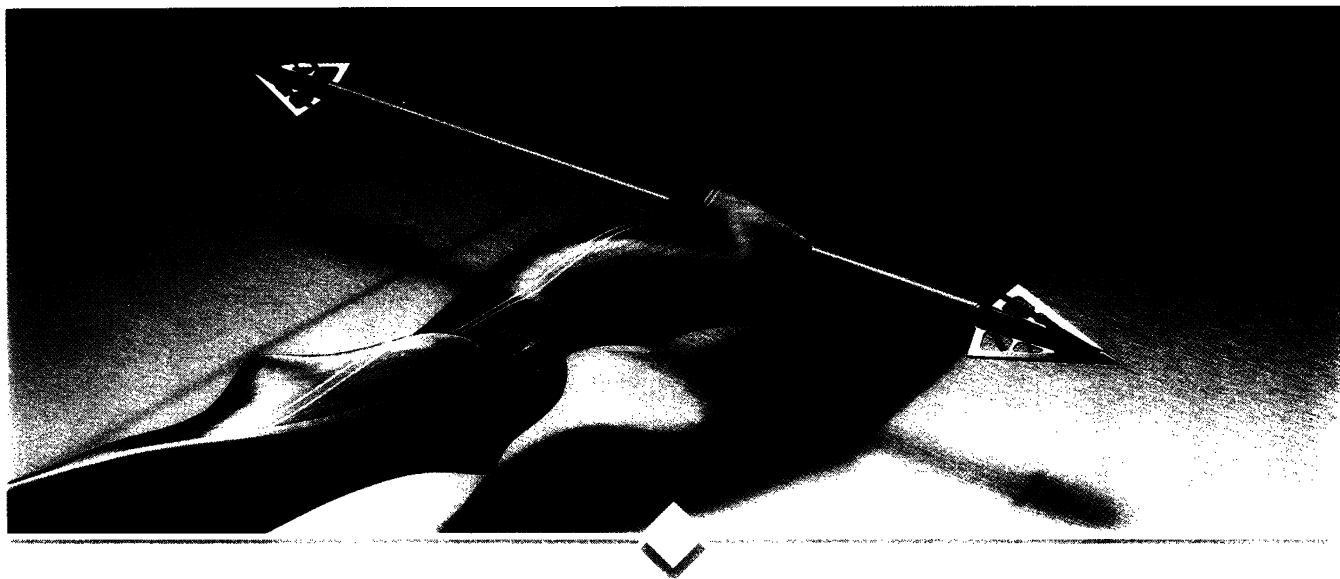


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Purdue Frederick Inc.
Toronto Canada M4A 1A9



WARNING: This product has the potential for being abused.

Your
injectable
H₂ antagonist shouldn't
be too antagonistic.

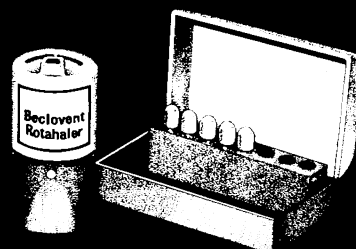


Zantac 
(RANITIDINE HCl)
To be sure

**Specialists
say there are
two parts
to asthma:
bronchospasm
and**

inflam

mation



BECLOVENT
BECLOVENT

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BRIEF PRESCRIBING INFORMATION

Lopid 300 mg Capsules
(gemfibrozil)

Antihyperlipidemic Agent

ACTIONS

LOPID lowers elevated serum lipids primarily by decreasing serum triglycerides with a variable reduction in total serum cholesterol. These decreases occur in the very low density lipoprotein (VLDL) fraction and in the low density lipoprotein (LDL) fraction. In addition, LOPID may increase the high density lipoprotein (HDL) cholesterol fraction. The mechanism of action has not been definitely established. In man, LOPID has been shown to inhibit peripheral lipolysis and to decrease the hepatic extraction of free fatty acids, thus reducing hepatic triglyceride production. LOPID also inhibits synthesis of VLDL carrier apoprotein, leading to a decrease in VLDL.

INDICATIONS

LOPID is indicated as an adjunct to diet and other therapeutic measures in management of patients with TYPE IV hyperlipidemia who are at high risk of sequelae and complications from their hyperlipidemia.

Initial therapy for hyperlipidemia should include a specific diet, weight reduction, and an exercise program and for patients with diabetes mellitus, a good diabetic control.

CONTRAINDICATIONS

1. Hepatic or renal dysfunction, including primary biliary cirrhosis.
2. Pre-existing gallbladder disease. (See Precautions)
3. Hypersensitivity to gemfibrozil.
4. The drug should not be used in pregnant and in lactating patients.

WARNINGS

1. Concomitant Anticoagulants — Caution should be exercised when anticoagulants are given in conjunction with LOPID. The dosage of the anticoagulant should be reduced to maintain the prothrombin time at the desired level to prevent bleeding complications.
2. Long-term studies with gemfibrozil have been conducted in rats and mice at one and ten times the human dose. The incidence of benign liver nodules and liver carcinomas was significantly increased in high dose male rats. The incidence of liver carcinomas was increased also in low dose males, but the increase was not statistically significant ($P > 0.05$). There were no statistically significant differences from controls in the incidence of liver tumors in female rats and in male and female mice. Liver and testicular cell tumors were increased in male rats.
3. Cholelithiasis — LOPID may increase cholesterol excretion into the bile leading to cholelithiasis. If cholelithiasis is suspected, gallbladder studies are indicated. LOPID therapy should be discontinued if gallstones are found.
4. Since a reduction of mortality from coronary artery disease has not been demonstrated, LOPID should be administered only in those patients described in the Indications section. If a significant serum lipid response is not obtained in 3 months, LOPID should be discontinued.
5. Safety and efficacy in children have not been established.
6. Strict birth control procedures must be exercised by women of childbearing potential. If pregnancy occurs despite birth control procedures, LOPID should be discontinued.
7. Women who are planning pregnancy should discontinue LOPID several months prior to conception.

PRECAUTIONS

1. **Initial Therapy** — Before instituting LOPID therapy, attempts should be made to control serum lipids with appropriate diet, exercise, weight loss in obese patients, and control of diabetes mellitus.
2. **Long-term Therapy** — Because long-term administration of LOPID is recommended, pretreatment chemistry studies should be performed to ensure that the patient has elevated serum lipid or low HDL cholesterol levels. Periodic determinations of serum lipids should be obtained during LOPID administration.
3. **Impairment of Fertility** — Administration of approximately three and ten times the human dose to male rats for 10 weeks resulted in a dose-related decrease of fertility. Subsequent studies demonstrated that this effect was reversed after a drug-free period of about 8 weeks, and it was not transmitted to their offspring.
4. **Hemoglobin Changes** — A mild hemoglobin or hematocrit decrease has been observed in occasional patients following initiation of LOPID therapy. The levels then stabilize during long-term administration. Therefore a blood count is recommended every two months during the first 12 months of LOPID administration.
5. **Liver Function** — Abnormal liver function tests have been observed occasionally during LOPID administration, including elevations of SGOT, SGPT, LDH, and alkaline phosphatase. These are usually reversible when LOPID is discontinued. Therefore periodic liver function studies are recommended and LOPID therapy should be terminated if abnormalities persist.
6. **In patients with past history of jaundice or hepatic disorder, LOPID should be used with caution.**
7. **Cardiac arrhythmias** — Although no clinically significant abnormalities occurred that could be attributed to LOPID, the possibility exists that such abnormalities may occur.

ADVERSE REACTIONS

Gemfibrozil has been carefully evaluated in over 3,000 patients having received the drug in monitored clinical studies. Symptoms reported during the controlled phase in studies of 805 subjects were considered for safety. The symptoms listed below are those which occurred in at least 5 patients and all skin reactions whatever their incidence. The principal symptoms for which incidence was greater with gemfibrozil than with placebo involved the gastrointestinal system. Nausea and vomiting, abdominal and epigastric pain occurred more often in the gemfibrozil group than in the placebo group. However, the incidence was low: nausea, 4.3% with gemfibrozil versus 3.8% with placebo; vomiting, 2.3% versus 0.8%; abdominal pain, 6.4% versus 4.2%; and, epigastric pain, 3.4% versus 1.7%.

SYMPTOMS AND TREATMENT OF OVERDOSAGE

While there has been no reported case of overdosage, symptomatic supportive measures should be taken should it occur.

DOSAGE AND ADMINISTRATION

The recommended dose for adults is 1200 mg administered in two divided doses 30 minutes before the morning and evening meal. The maximum recommended daily dose is 1500 mg.

AVAILABILITY

The colour of LOPID capsules is maroon and white. Each capsule contains 300 mg gemfibrozil and is available in bottles of 100.

Product Monograph available on request.

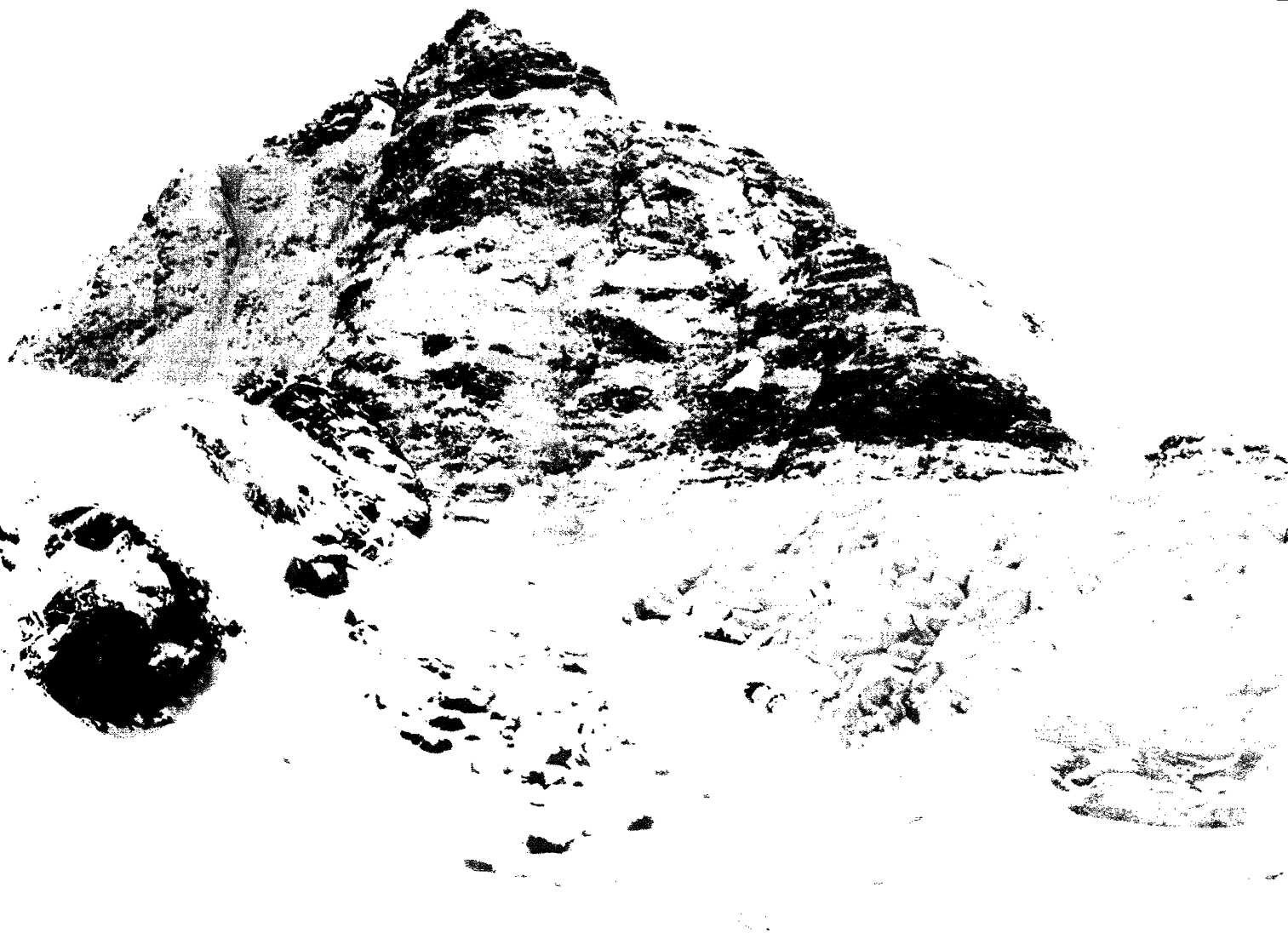
PARKE-DAVIS

Parke-Davis Canada Inc., Scarborough, Ontario



*Reg. T.M. Parke, Davis & Company, Parke-Davis Canada Inc., auth. user





Have Pen Will Travel.



Freedom.
It's something you could never
fully give diabetic patients.
Syringes, vials and unprotected
needles had just never been
designed to go anywhere.

Yet now patients can go wherever
the road (or trail) leads them.

with Novolin-Pen[®] II. A delivery
system so simple and accurate that
93% of those tested preferred it!

Now, Connaught Novo –
Canada's leading diabetes care com-

Novolin-Pen II

CONNAUGHT NOVO

pany – will give your patients a
new Novolin-Pen II free[†]. Ask your
representative for details.

Set them free from syringes
with Novolin-Pen II. Perhaps the
best companion a diabetic ever had.



VIRTUALLY EVERY OSTEOARTHRITIC TAKING VOLTAREN SR NEEDS NO ADDITIONAL PAIN THERAPY.



Voltaren SR is one of the best tolerated anti-inflammatories. 83% of patients were free from side effects such as stomach ulceration and bleeding. The sustained release Voltaren SR is long acting, providing pain relief once a day, and patients can take it at the same time every day. It is non-toxic, with no accumulation from repeated dosing. Side effects are as mild as those seen with regular aspirin therapy.

Voltaren SR has no moderate to severe side effects.

Remember, it's easy to treat osteoarthritis if you can avoid the negative consequences.

VOLTAREN SR 100mg ONCE-A-DAY

Sustained release diclofenac sodium.

Gelgy

Mississauga, Ontario
L5N 2W5

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G-87083